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Revealing the Potential of Social Media Advertising: A Critical Examination of Its Effect on User Attitudes and Purchase Intentions

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Abstract: Businesses dedicate extensive resources to social media platforms because they serve as popular advertising and marketing platforms. Nevertheless, it is never simple for companies to create social media advertising that draws customers and persuades them to purchase their goods. This paper is an attempt to critically review the body of related knowledge and examine how social media advertisements affect user(s) attitudes and intentions to purchase. This study seeks to pinpoint crucial elements influencing user(s) inclination to make future purchases, by exploring the connection between exposure to social media advertisements and purchase intentions. This review analyses studies published between 2013 and 2023 that investigate the relationship between social media advertisement effects on user attitudes and purchasing intentions. Through synthesizing diverse research findings, this review paper underscores key insights and outlines potential avenues for future research in this domain. The data for this review were sourced from the Scopus database.

The research demonstrates that social media advertising has positive impacts on user attitudes and purchasing intentions. A well-executed advertising campaign on social media platforms, and engaging content, can effectively stimulate the attitudes and purchase intentions of users. This review investigates multiple factors that modify how social media advertising influences consumer attitudes and purchase intentions. Factors such as the credibility, informativeness, and entertainment of social media advertisements, and advertisement value all play significant roles in shaping user(s) attitudes and purchase intentions.

Keywords: Social Media, Advertisements, User Attitudes, User Purchase Intention.

I. Introduction

Social media has become the main platform for digital communication and networking activities and content sharing; thus, it has transformed how people connect with content online. Social media represents a collection of web-based tools built on Web 2.0's theoretical and practical foundations that enable user-generated content (UGC) production and sharing, according to (Kaplan & Haenlein, 2010). Social media use is one of the primary activities people perform online. The global social media user base reached 4.26 billion in 2021, and experts forecast that it will grow beyond six billion by 2027 (Statista, 2023). Social media platforms serve customers for both interpersonal communication and knowledge acquisition and purchasing and learning activities because of their extensive adoption of ICT and social networking sites (Cordero-Gutiérrez & Lahuerta-Otero, 2020). Businesses now recognize that social media platforms comprise effective marketing tools to reach and maintain connections with their target audiences. Organizations around the world are investigating how these platforms attract consumers and create profitable marketing relationships (Zhu & Chen, 2015). The intensive investigation of social media advertising's impact on purchase intention comes from its exponential growth because it changed upon conventional advertising approaches.

Social media use continues to increase across both affluent nations and developing countries (Wiese, Martínez-Climent, & Botella-Carrubi, 2020). (Accumen, 2020) showed that mobile devices enable 290 million active social media users to connect to social networks in India. According to (Kemp, 2023), India had 32.8% social media penetration, representing 467 million active users during January 2023. Businesses intensify their social media advertising spending as social media platforms experience great popularity combined with widespread user engagement (Hamouda, 2018). The expansion of social networking platforms enables online marketers to tailor their advertisements which boosts marketing effectiveness. The widespread preference for Facebook over traditional media platforms becomes evident in advertising when firms choose social media as their primary marketing tool (Waters et al., 2011). Research by (Aslam & Karjaluoto, 2017) shows that advertisers transfer their budgets from conventional platforms such as television and outdoor platforms to digital media channels. The worldwide expenditure on digital advertising reached $522.5 million in 2021, and analysts predict that this total will increase by 62% by 2026 (Statista, 2023). The ability of advertising to succeed depends entirely on its capacity to engage target communities, regardless of budget allocation. The current marketplace of expensive and competitive advertising demands properly crafted messages and content to succeed (De Mooij & Hofstede, 2010).

Significance of the study: The analysis of advertising effects on social media platforms on user attitudes and purchase intentions represents essential knowledge for businesses that want to maximize their marketing performance. The evaluation provides essential findings that can help marketers enhance their approaches while making better resource management decisions.

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• Businesses may adapt their social media efforts to resonate with their target audience and drive desired customer behaviour by understanding the elements that impact user(s) attitudes and purchase intentions.

• This review highlights how crucial social media platforms are for successful marketing plans. Business survival depends on modern economic competition and digital platform use, so companies need to recognize and leverage social media advertising capabilities. Companies that strategically apply social media advertising techniques discover new growth possibilities while gaining market competitiveness.

Objectives of the study:

This study reviews the existing related research investigating the effects of social media advertisements on user attitudes toward purchase intentions.

This research aimed to discover the body of knowledge and investigate how social media advertisements influence user(s) attitudes and purchase intentions.

To identify the factors that, when exposed to social media advertising, affect user(s) attitudes and intentions to make purchases.

II. Research Methodology

Research strategy

The decision to use recommended reporting elements guided the systematic review process. Researchers prefer systematic literature reviews to other literature reviews because they provide transparent results with reliable findings that repeat and maintain objectivity throughout the review process (Siddaway et al., 2019). We performed systematic literature research to collect all pertinent information that met the defined qualifying criteria. This article uses the commonly accepted PRISMA protocol as its framework for documenting systematic review items (Moher et al., n.d.). The PRISMA protocol started as a healthcare research review tool yet has proven successful in multiple fields including marketing research (Huurne et al., 2017).

Data collection

The Scopus database was the main research platform used to find publications for this systematic review because of its extensive interdisciplinary nature and broad content coverage. The present research utilized essential phrases through a keyword search that included "social media", "advertisements", "user attitudes" and "user purchase intention." The initial stage revealed 1832 records from the comprehensive search across all document types throughout the specified time period (2013-2023) from which 1795 papers were initially identified. The exclusion process involved filtering records according to keywords and subject specialization preferences, which included business management and business accounting and document type limitations. A total of 1680 papers were eliminated through this filtering process. This study excluded papers written in languages other than English and eliminated papers that were not fully published. A thorough review led to the identification of 36 studies that satisfied the established criteria.

III. Results and Analysis

The analysis of scholarly articles showed that multiple social media advertising factors, such as credibility combined with informativeness, personalization, entertainment, creativity, and interactivity, engage participants actively in driving consumer attitude shifts and purchase intentions. The impact of social media advertisements on purchasing behaviour depends on consumer trust, engagement, brand awareness, and various other mediating factors. The review presented essential relationships and demographic findings as well as platform-specific variations within the analyzed study results. The following section reviews studies from the literature that validate these findings.

(Eid et al., 2020) explored internet user(s) attitudes toward social media advertisements in Jordan; and revealed that interaction, entertainment, and informativeness significantly shaped consumer perceptions. (Arora & Agarwal, 2020) conducted an empirical study on Indian millennials using SEM analysis and identified key antecedents affecting the effectiveness of social media. (Jambulingam & School, 2019) investigated the impact of Facebook like, clicks on millennials' purchase intentions and used (PLS) partial least squares regression analysis to establish the relationship between engagement and buying behaviour.

(Nofal et al., 2020) examined the influence of social networking site (SNS) advertisements on consumer purchasing decisions and found that brand awareness plays a crucial intermediary role in the decision-making process. (Aydin, 2018) focused on Facebook ads in Turkey, and demonstrated that credibility, customization, informativeness, and entertainment positively affect advertising value. (Hamouda, 2018) analysed tourism advertising on Facebook in Tunisia and discovered strong correlations between social media credibility, informativeness, ad value, and entertainment, with corporate reputation having a verified moderating influence.

Research by (Mukherjee & Banerjee, 2017) revealed that a positive attitude toward social network advertisements produces higher purchase intentions and increases word-of-mouth (WOM) marketing. (Gaber et al., 2019) studied Egyptian consumer reactions to Instagram ads by determining user(s) perceptions of advertisement informativeness, credibility, and entertainment value. Cross-country research conducted by (Wiese & Akareem, n.d.) showed that cultural factors determine how people perceive social media advertising privacy and trustworthiness.

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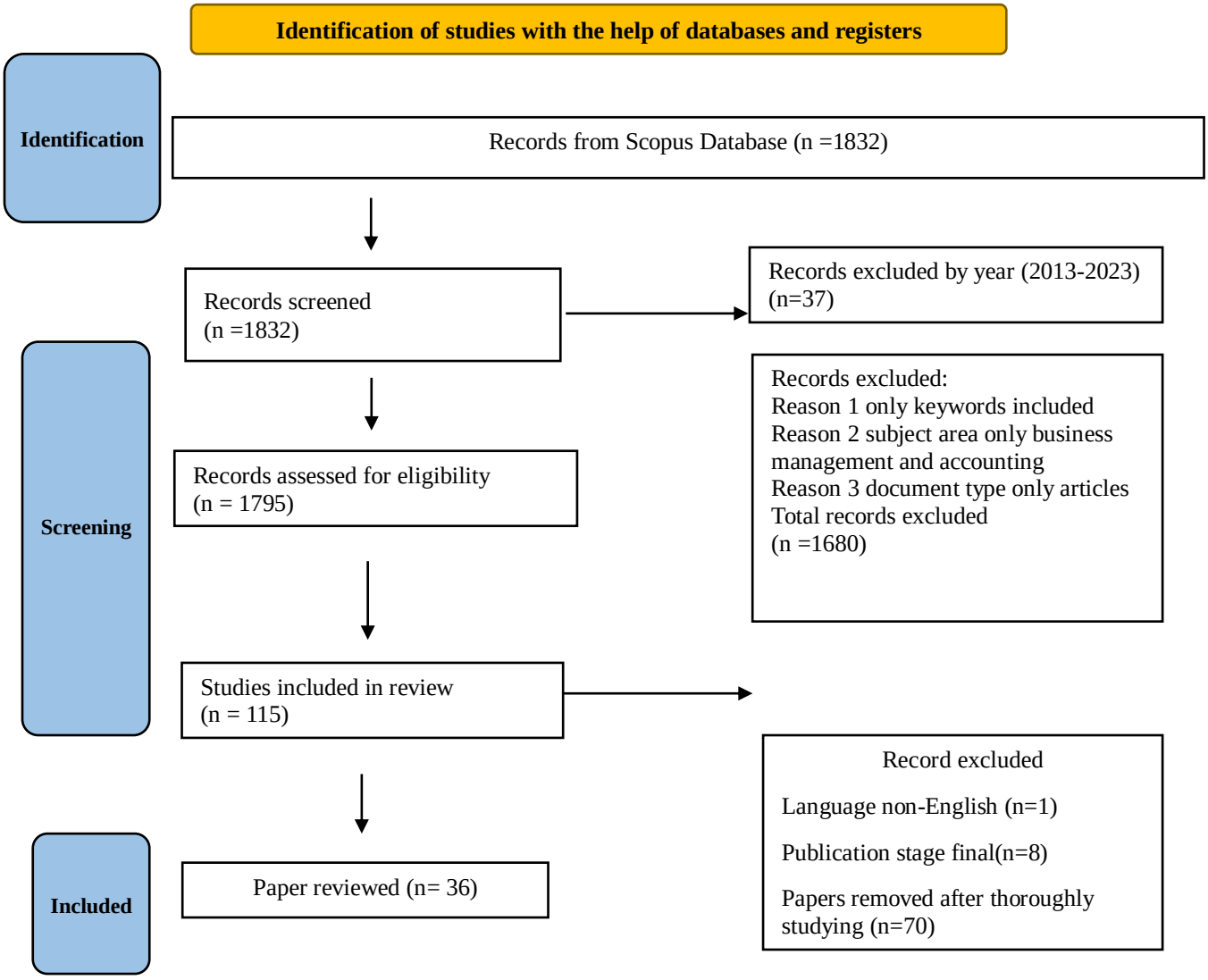


Figure 1 PRISMA flow diagram of studies to determine the influence of social media advertisements among users (Page, 2021).

Source: Author's compilation using previous literature

(Al-Haddad et al., 2021) conducted research on the effect of social media advertising on food industry consumers in Jordan and discovered that social media advertisement factors strongly influence purchase decisions. (Ha et al., 2014) conducted an evaluation framework for mobile social networking site advertising effectiveness which identified advertising value with behavioural intents and attitudes as essential factors. (Duffett, 2015) performed a study of the effect of Facebook advertising on South African millennials and showed that individual usage and demographic characteristics determine perceptions of Facebook advertisements. A study conducted by (Jung et al., 2016) identified peer influence as the primary element which shapes consumer attitudes and behavioural intentions regarding social networking advertisements in South Korea, whereas attitudes toward the advertisements serve as a mediating element between the characteristics of SNA and behavioural intentions.

Research conducted by (Lou & Koh, 2018) verified a conceptual framework for social media advertising effectiveness and proved that brand content cues influence both cognitive and emotional engagement. According to (Lee & Hong, 2016) creativity and informativeness serve as essential factors for achieving positive SNS advertisement responses. According to (Mukherjee & Banerjee, 2019) positive attitudes that user (s) have about social media platforms had a beneficial effect on the development of good attitudes toward social networking ads. (Trivedi et al., 2020) Assessed six-second bumper YouTube ads confirmed that the most engaging bumper ads were those that provide information, which increases consumer interaction with the message, shapes attitudes toward the company, and influences purchase intentions.

The research by (Teknologi Mara et al., 2022) revealed that Malay millennial consumers' purchase intentions were based on factors such as interactions, informativeness, creativity and cultural values while using social media advertising. Research by

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(Chen et al., 2023) demonstrated that credibility with emotional appeal drives social media ads to click more effectively and influences advertising attitudes more than does informativeness and irritation. A study by (Nguyen-Viet et al., 2022) revealed that personalization, entertainment and interactivity in addition to credibility, produced positive consumer attitudes but irritation and privacy concerns generated negative effects on Facebook advertising campaigns within Vietnam.

According to (Al-Haddad et al., 2023) Instagram plays a key role in Jordanian millennials' fashion purchases through their engagement with e-WOM and informative content that influences buying behaviour. Research by (Jaffery et al., 2020) investigated the effect of YouTube advertising on Malaysian university student(s) fruit and vegetable consumption patterns while determining that perceived usefulness combined with likes and views significantly affects attitudes. According to (Van-Tien Dao et al., 2014) social media advertising in transitioning Southeast Asian economies proved effective when consumers perceived advertising material as credible, entertaining and informative.

(Khaleeli, n.d.) discovered that social media promotions create a direct link between intentions to purchase online. (Agarwal et al., 2020) created a conceptual framework to study how social media advertising affects the buying behaviour of Indian millennials by highlighting key advertising content factors. According to (Sari et al., 2020) Muslim millennial parents view social media advertising based on brand recognition and perceived advertising value on three key factors which included credibility, entertainment and informativeness. (Nasir et al., 2021), on the basis of their research categorised consumers into susceptible, dispassionate and impervious segments based on their perceptions of social media advertising while revealing differences in purchase intention between these groups.

A study conducted by (Sriram et al., 2021) demonstrated that creative attributes along with celebrity endorsements and attention-grabbing features drive the effect of social media advertisements on purchase intentions. According to (Hanaysha, 2022) brand trust acts as a mediator between social media marketing features and fast-food industry consumer purchase intention. Research by (Ho Nguyen et al., 2022) demonstrated that consumer purchases online were indirectly influenced by irritation, privacy concerns and informativeness which affect attitudes toward advertising.

(Luna-Nevarez & Torres, 2015) conducted research on consumer attitudes toward social network advertising which showed that positive ad perceptions led users to have favourable attitudes but negative perceptions created negative attitudes. (Dehghani & Tumer, 2015) Examined Facebook advertisement effectiveness and discovered that it had substantial effects on brand image and purchase intentions. (Dehghani et al., 2016) Conducted research on YouTube advertising and found that entertainment, informativeness and customization had positive influences, however, irritation had a negative factor on advertising effectiveness.

Research by (Alalwan, 2018) demonstrated that social media advertising features that provide information, and enable interactivity and relevance significantly affect consumer purchase intention. (Mustafi & Hosain, 2020) Conducted research on smartphone purchase behaviours through online advertising and discovered that advertising value and flow experience function as intermediaries between advertising content and purchase intentions. (Chetioui et al., 2021) analyzed Facebook advertising and e-WOM in a collectivistic emerging market to demonstrate the need for cultural sensitivity in social media advertising development.

In summary, the systematic literature review collectively demonstrated the significant influence of social media advertising characteristics including credibility, informativeness, personalization, entertainment, creativity, and interactivity on consumer attitudes and purchase intentions. Studies have demonstrated that consumer trust, engagement, and brand awareness mediate the relationship between advertising exposure and actual purchasing behaviour. Additionally, cultural factors, privacy concerns, and irritation played crucial roles in shaping user perceptions, highlighting the need for tailored advertising strategies across diverse demographic groups and social media platforms.

Table 1: Year-wise analysis of reviewed papers

Year	Number of Papers Published
2014	2
2015	3
2016	3
2017	1
2018	4
2019	3
2020	10
2021	4
2022	4
2023	2

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An examination of 36 papers spanning from 2014 to 2023 revealed intriguing trends in the field of social media advertising research. In 2014, two papers initiated the exploration, showcasing an early interest in the subject. The subsequent years witnessed a steady growth, with three papers published in both 2015 and 2016. A slight dip occurred in 2017, followed by a substantial increase in subsequent years, reaching a peak in 2020 with ten papers. This surge could signify the growing recognition of the influence of social media advertising on user attitudes and purchase intentions, potentially mirroring the escalating importance of online platforms for businesses. The subsequent years 2021 and 2022 maintained a consistent level of interest with four papers. Consistent attention in subsequent years, although slightly reduced in 2023, indicated the sustained importance of this subject. The cumulative nature of the research output highlighted the significance of social media advertising as a dynamic and evolving field, reflecting researchers' ongoing efforts to comprehend the intricate relationships between advertising strategies and consumer behaviour in the digital age.

Table 2: Analysis of the ten main themes from the reviewed papers

Sr No.	Themes	Research Papers as mentioned in the Review	No. of papers
1.	Attitudes Towards Social Media Ads	(Arora & Agarwal, 2020; Eid et al., 2020; Hamouda, 2018; Lee & Hong, 2016)	4
2.	Effectiveness of Social Media Advertising	(Al-Haddad et al., 2021; Jambulingam & School, 2019; Lou & Koh, 2018; Mukherjee & Banerjee, 2017; Teknologi Mara et al., 2022)	5
3.	Influence of Social Networking Sites Ads	(Mukherjee & Banerjee, 2017, 2019; Nofal et al., 2020)	3
4.	Personalization in Shaping Attitudes	(Aydin, 2018)	1
5.	Impact of Instagram Advertisements	(Al-Haddad et al., 2023; Gaber et al., 2019)	2
6.	Cross-Cultural Influences	(Wiese & Akareem)	1
7.	YouTube Advertising Impact	(Dehghani et al., 2016; Ha et al., 2014; Van-Tien Dao et al., 2014)	3
8.	Influence on Purchase Intentions	(Al-Haddad et al., 2021; Chetioui et al., 2021; Hanaysha, 2022; Ho Nguyen et al., 2022; Khaleeli; Sari et al., 2020)	6
9.	Factors Affecting Attitudes	(Jung et al., 2016)	1
10.	Mediating Effects	(Mustafi & Hosain, 2020)	1

Table 2 highlights ten prominent themes and factors extracted from the analysis of 36 research papers on social media advertising. The first theme, "Attitudes Towards Social Media Ads," has been explored in several papers (Arora & Agarwal, 2020; Eid et al., 2020; Hamouda, 2018; Lee & Hong, 2016), emphasizing the significance of understanding user attitudes in the context of social media advertisements. The second theme, "Effectiveness of Social Media Advertising," is a major focus of related research (Al-Haddad et al., 2021; Jambulingam & School, 2019; Lou & Koh, 2018; Mukherjee & Banerjee, 2017; Teknologi Mara et al., 2022), indicating a robust interest in evaluating the impact and success of advertising strategies on social platforms. The third theme, "Influence of Social Networking Sites Ads," is evident in papers (Mukherjee & Banerjee, 2017, 2019; Nofal et al., 2020), illustrating a recognition of the profound influence of social networking sites on consumer behaviour. The term "Personalization in Shaping Attitudes," explored in the paper (Aydin, 2018), explained the importance of tailoring advertisements to individual preferences. The fifth theme, "Impact of Instagram Advertisements," emerges in papers (Al-Haddad et al., 2023; Gaber et al., 2019), highlighting the growing relevance of Instagram in shaping consumer perceptions. "Cross-Cultural Influences" (Wiese & Akareem) signifies an awareness of cultural variations in consumer responses to social media advertising. The seventh theme, "YouTube Advertising Impact," has been addressed in several papers (Dehghani et al., 2016; Ha et al., 2014; Van-Tien Dao et al., 2014), emphasizing the role of YouTube as a platform for effective advertising. The eighth theme, "Influence on Purchase Intentions," is a central aspect explored in previous papers (Al-Haddad et al., 2021; Chetioui et al., 2021; Hanaysha, 2022; Ho Nguyen et al., 2022; Khaleeli; Sari et al., 2020), suggesting a collective interest in understanding the relationship between social media advertising and consumer purchasing decisions. The "Factors Affecting Attitudes," elaborated in paper (Jung et al., 2016), delves into the key determinants shaping consumer attitudes toward social media advertisements. Finally, the tenth theme, "mediating effects," is evident in paper (Mustafi & Hosain, 2020), pointing to an acknowledgment of intermediary variables impacting the relationship between social media advertising and consumer behaviour. Overall, this analysis underscores the multifaceted nature of social media advertising research, ranging from user attitudes to the intricate dynamics influencing purchase intentions and highlighting the evolving landscape of advertising on digital platforms.

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IV. Discussion

This paper provides a comprehensive summary of significant academic research conducted on the impact of social media advertisements on user(s) attitudes and purchase intentions spanning from 2013 to 2023. Our study encompasses a review of 36 journal articles during this period, revealing insights into the various factors that researchers have consistently examined that influence user(s) purchasing decisions when exposed to social media advertising.

Over this timeframe, scholars have consistently explored diverse elements that shape user(s) attitudes and purchasing decisions, with a notable focus on the impact of social media advertising on purchase intentions and user trust. Notably, studies by Chetioui et al. (2021) highlight the positive influence of hedonic motivations, performance expectations, interactivity, and informativeness on purchase intention, whereas perceived relevance does not affect purchase intention. Dehghani et al. (2016) identify entertainment, information, and customization as positive drivers of YouTube advertising, with irritation being a negative factor. Alalwan (2018) investigated the factors influencing how social media advertisements are perceived, and found that performance expectancy, hedonic motivation, interactivity, informativeness, and perceived relevance significantly influence customer buying intention. Mustafi & Hosain (2020) research on the impact of online advertising on smartphone buyers indicates that information, irritation, entertainment, incentives, and credibility positively affect purchase intentions.

Furthermore, several studies have delved into the underlying mechanisms through which social media advertisements influence user purchase intentions. Mustafi & Hosain (2020) focus on Facebook advertising characteristics and their impact on purchase intention, revealing that elements such as informativeness, irritation and privacy concerns indirectly affect purchase intention through attitudes toward advertising. They also find that factors such as entertainment, credibility and personalization of Facebook advertisements have a predominantly favourable impact on purchase intention, establishing an empirical model in emerging economies, particularly Vietnam.

In conclusion, research conducted between 2014 and 2022 underscores the influence of various elements, including credibility, informativeness, personalization, and entertainment, on user(s) attitudes and purchase intentions through social media advertising. This valuable information can guide advertisers in creating compelling campaigns that increase user(s) likelihood of making purchases on social networking platforms. Future research should continue to explore the evolving landscape of social media advertising and its ongoing impact on user(s) purchase intentions.

V. Implications

Important consequences are highlighted in the review. These ramifications offer insightful information for marketers and advertisers by illuminating how Instagram advertising affects the attitudes of users and their intentions to purchase. This review emphasizes how social media advertising significantly affects user(s) purchase intentions. Numerous studies have shown that the use of social media advertisements profoundly impacts user(s) decision-making and propensity to make purchases. This review highlights social media's potency as a platform for the promotion of goods and services and incites business owners to think about adding social media advertising to their overall marketing plans. The study also revealed several factors that influence the interaction between user(s) purchase intentions and social media advertising. These factors include credibility, informativeness, trust, and entertainment. By being aware of these elements, advertising companies can customize their social media advertising efforts to have the greatest possible impact on user(s) purchase intentions.

VI. Conclusion

This study examined attitudes and user(s) intentions to purchase in relation to social media advertising. After several papers were examined, several significant findings were found. User(s) attitudes and purchase intentions are significantly influenced by social media marketing, and important factors continually surface in a variety of circumstances. Across a wide range of product categories and demographics, perceived value which is influenced by informativeness, entertainment, and credibility stands out as a critical component influencing consumers' intention to make a purchase. Due to the growing popularity and capacity of social media to reach wide audiences, marketers now have an effective tool for engaging clients. User attitudes are positively impacted by the supply of relevant and informative content, highlighting the critical role that informativeness plays. Furthermore, the entertainment factor of advertisements draws upon viewers and shapes positive opinions. Credibility is still a major factor, and trustworthy content improves the perception of a brand as a whole. Attitudes and purchasing intentions are positively influenced by personalization, engagement, and perceived usefulness. Understanding and maximizing these qualities may be useful for marketers and businesses wishing to use social media as an efficient advertising strategy. To create social media advertising campaigns that are effective and resonate with a variety of audience demographics, marketers need to understand and take advantage of these elements.

VII. Limitations

It is important to take into account some limitations even though this study provides insightful information about how social media advertising affects user attitudes and purchasing intentions. First, there are geographical limitations that arise from the exclusive reliance on the Scopus database, which introduces potential biases toward specific regions and limit the generalizability of the study's conclusions. Methodological heterogeneity among the chosen studies poses challenges in synthesizing and

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comparing findings consistently. Furthermore, the study may not fully capture the nuances of user responses to advertisements across different social media platforms, each with unique features and demographics. External influences such as economic conditions or global events are not comprehensively considered, but potentially impact user attitudes independently of social media advertising. Social media platform privacy issues have not been thoroughly examined, and most related reviews concentrate on quantitative findings while ignoring important qualitative aspects of user experiences. Emerging trends in social media advertising and the synergistic effects of cross-channel interactions are areas that remain underexplored in this study. Despite these limitations, this research serves as a foundational exploration, guiding future studies and offering practical implications for businesses navigating the complexities of digital marketing.

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